

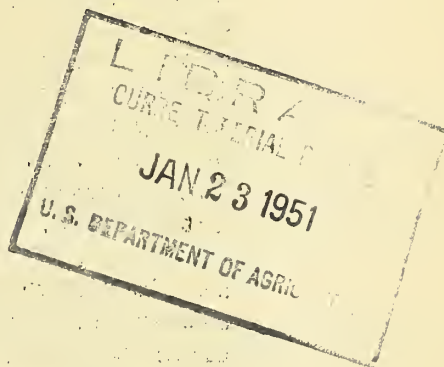
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CONSUMER PURCHASES OF SELECTED FRESH FRUITS,
CANNED AND FROZEN JUICES, AND DRIED FRUITS

IN
NOVEMBER 1950



United States Department of Agriculture
Bureau of Agricultural Economics
and
Fruit and Vegetable Branch
Production and Marketing Administration

Washington, D. C.
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Agriculture--Washington

FOREWORD

This report presents data on consumer purchases during November 1950 of fresh citrus fruits, canned juices, frozen concentrated juices, and dried fruits collected from a representative national sample of household consumers. It is issued as part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Research and Marketing Act of 1946.

All "monthly" data in the report are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length.

Based on data collected by the Industrial Surveys Company, Inc., under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF SELECTED FRESH FRUITS,
CANNED AND FROZEN JUICES, AND DRIED FRUITS
NOVEMBER 1950

The data in this report represent purchases of specified fruits and juices for household consumption only. They do not include purchases by restaurants, hotels, hospitals, or other institutional outlets. It should be noted also that the data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length.

SUMMARY

Householders paid an average of 21.7 cents per 6-ounce can for frozen concentrated orange juice in November 1950--the lowest price yet reported. Despite the slight price decline from October, household purchases decreased about 100,000 gallons to 1,762,000 gallons in November. Frozen concentrated grape juice purchases declined for the fifth consecutive month, totaling 59,000 gallons in November. Purchases of other frozen concentrated juices declined from 357,000 gallons in October to 250,000 gallons in November.

In November household purchases of canned single strength orange and grapefruit juices decreased in contrast to an increase in purchases of canned blended orange-grapefruit juice.

Though the price of canned orange juice averaged only 33.7 cents per 46-ounce can in November, compared to 37.3 cents in October, consumer buying declined 5 percent. In addition, canned grapefruit juice purchases were down 8 percent, although there was a slight decline in price. The reduced prices on frozen concentrated orange juice and the seasonal increase in fresh orange purchases no doubt influenced the decline in consumer purchases of these juices.

Purchases of canned blended orange-grapefruit juice increased 34 percent as prices fell an average of more than 4 cents per 46-ounce can. Canned pineapple juice purchases in November declined 17 percent from the previous month and were at the lowest level in over a year.

Fresh orange purchases by householders in November totaled 39,837,000 dozens, an increase of 30 percent from October but 15 percent below the level of November a year ago. Purchases of Florida oranges increased sharply in November to 17,570,000 dozens, almost 13,000,000 dozens above the October level. Purchases of California oranges continued to decline in November following the peak of the Valencia season. November purchases were 12,978,000 dozens, compared with 19,161,000 dozens in October and 16,860,000 dozens in November 1949.

In November, household purchases of grapefruit totaled 8,571,000 dozens, about 40 percent above the level of a year ago. Householders paid an average price of 88 cents per dozen, compared with \$1.01 in November a year ago.

Householders in November 1950 bought 16,407 tons of dried fruits--more than in any of the 14 months for which these data are available. Prices paid by household consumers for all dried fruits, except dates, were higher than in the preceding month and substantially above the levels in November 1949.

Raisin purchases by householders totaled 6,318 tons, an increase of 1,444 tons from October. Prices paid for raisins averaged 26.9 cents per pound, up sharply from October and well above the average of 18.5 cents in November 1949. Consumers purchased 4,996 tons of dried prunes in November--876 tons more than in November 1949. Prices for dried prunes increased slightly in November and were 3.4 cents per pound higher than in November 1949.

Date purchases by householders approximately doubled from October to November, reaching 2,976 tons. Of this total, 1,073 tons were domestic dates, 1,177 tons were imported, and 726 tons were of unidentified origin. Average prices paid were slightly less than in the preceding month.

FROZEN CONCENTRATED JUICES

During November 1950 household purchases of frozen concentrated orange juice were about 6 percent below the high level recorded in the preceding month. The average price paid by householders declined slightly from October to November.

Household consumers paid an average of 21.7 cents per 6-ounce can for frozen concentrated orange juice in November, the lowest price recorded in the two years for which these data have been available. The average price has declined steadily from the high level of 27.8 cents in April 1950 (fig. 3). In November 1949 household consumers paid an average of 25.9 cents per 6-ounce can.

Household purchases of frozen concentrated orange juice totaled 1,762,000 gallons in November 1950, compared with 1,865,000 gallons in October 1950 and 1,131,000 gallons in November a year ago. Despite the decline in November, purchases were considerably higher than for any month except October (fig. 2).

The proportion of families buying decreased from 19.3 percent in October to 17.7 percent in November. This drop in percentage of families buying frozen concentrated orange juice was accompanied by a sharp increase in proportion of families buying fresh oranges (fig. 1).

Household purchases of frozen concentrated grape juice declined for the fifth consecutive month, dropping to 59,000 gallons in November 1950, compared with 75,000 gallons in October and 57,000 gallons a year ago. The decline in purchases during the fall and late summer months of 1950 has approximated very closely the purchase pattern of a year ago.

Household purchases of frozen concentrated juices other than orange and grape in November 1950 totaled 250,000 gallons, a decline of about 100,000 gallons from the preceding month.

CANNED JUICES

Purchases of canned single strength juices by household consumers were down 2 percent from October to November, but were 6 percent above November of last year (fig. 4). Consumer purchases of each of the canned juices were higher than in November of 1949, with the exception of grape, pineapple, and vegetable combination. However, November purchases were lower than in October, except for blended orange-grapefruit, tomato, and vegetable combination juices.

The outstanding development from October to November was the marked increase of 34 percent in the purchases of canned blended orange-grapefruit juice. At the same time canned pineapple juice purchases dropped 17 percent. During the past 2 months canned pineapple juice prices have remained almost unchanged, while the prices of each of the principal canned citrus juices have declined about 5 cents per 46 ounce can (fig. 5).

Canned orange juice purchases of 1,284,000 cases (equivalent No. 2 cans) by householders in November represented a decline of 5 percent from 1,357,000 cases in October, though prices averaged 10 percent lower than in October. The lack of response in purchases to this decline in prices probably is related to the fact that the price of frozen concentrated orange juice is now at its lowest level for the past 2 years. Another factor may be the seasonal increase in fresh orange supplies.

Canned grapefruit juice purchases of 1,022,000 cases (equivalent No. 2 cans) also represented a decline from the 1,117,000 cases in October, although there was a slight decrease in the average price from 31.6 cents in October to 30.3 cents in November.

Consumer purchases of tomato juice advanced about 10 percent from 1,293,000 cases (equivalent No. 2 cans) in October to 1,426,000 cases in November, although prices paid were almost unchanged. The average price of 27.4 cents per 46-ounce can was 10 percent over November 1949 while consumer purchases were at about the same level.

November prune juice purchases of 373,000 cases (equivalent No. 2 cans), though down slightly from October, were 11 percent above November a year ago. Though consumer buying this November was ahead of November 1949, prices this year were 13 percent higher.

FRESH CITRUS FRUIT

Household purchases of all fresh oranges increased to 39,837,000 dozens in November 1950 from 30,638,000 dozens in October which was smaller than the 13,000,000 dozen increase during the same months of 1949. The purchases in November 1950 were 15 percent below those of a year ago. The proportion of all families buying any oranges was 45 percent in November 1950 compared with 35 percent in October and 48 percent in November 1949 (fig. 1).

Householders purchased 17,570,000 dozen Florida oranges in November compared with 19,287,000 dozens a year ago. This was an increase of 12,628,000 dozens from October 1950. Consumers paid an average of 35.6 cents per dozen for Florida oranges in November, almost 5 cents per dozen less than in October (fig. 6). The average in November 1949 was 31.2 cents per dozen. The proportion of families buying Florida oranges increased from 9 percent in October 1950 to 21 percent in November. In November a year ago 22 percent of all families purchased Florida oranges.

Purchases of California oranges by householders continued to decrease following the peak of the Valencia season. November purchases were 12,978,000 dozens compared with 19,161,000 dozens in October and 16,860,000 dozens in November a year ago. In November 1950 householders paid an average of 45.4 cents per dozen for California oranges—a slight decrease from October. The average price paid in November 1949 was 36.1 cents per dozen. The proportion of families buying California oranges decreased from 22 percent in October to 18 percent in November, compared with 20 percent in November 1949.

Household purchases of grapefruit continued to increase rapidly reaching 8,571,000 dozens in November 1950 compared with 5,394,000 dozens in October and 6,114,000 dozens in November 1949. The average price paid for

grapefruit decreased from 96.9 cents per dozen in October to 88.5 cents per dozen in November. These prices are considerably below those for comparable months of the 1949-50 season. The proportion of all families buying grapefruit was 30 percent in November 1950 compared with 24 percent in October and 27 percent in November 1949.

Purchases of fresh lemons for household use continued to decline, totaling 6,043,000 dozens in November 1950 compared with 7,088,000 dozens in October. Purchases were higher than a year ago—5,210,000 dozens in November 1949. The average price paid for lemons was 40.8 cents per dozen in November, practically unchanged from October, but considerably below the November 1949 price of 51.0 cents per dozen (fig. 6).

DRIED FRUITS

Household consumers in November 1950 purchased 16,407 tons of dried fruit—the largest quantity purchased by householders during any month for which these data are available. In December 1949, the peak month of the 1949-50 marketing season, purchases totaled 16,386 tons. The proportion of families buying dried fruits also was the highest recorded, totaling 39 percent in November, compared with 32 percent in November a year ago, and the previous high of 35 percent in December 1949. Householders paid higher prices for all dried fruits, except dates, in November than they did in the preceding month. The prices also were well above the levels of a year ago.

—During November householders purchased a total of 6,318 tons of raisins, 1,444 tons above purchases in October and approximately equal to the December 1949 volume. The sharp increase in prices paid for raisins that began in October was continued in November. Householders paid an average of 26.9 cents per pound—an increase of 3.3 cents from October. Between September and October, the price advanced 3.2 cents per pound. In November a year ago the average price was 18.5 cents per pound. The 20 percent of families purchasing raisins in November compares with 16 percent in October and 16 percent in November a year ago.

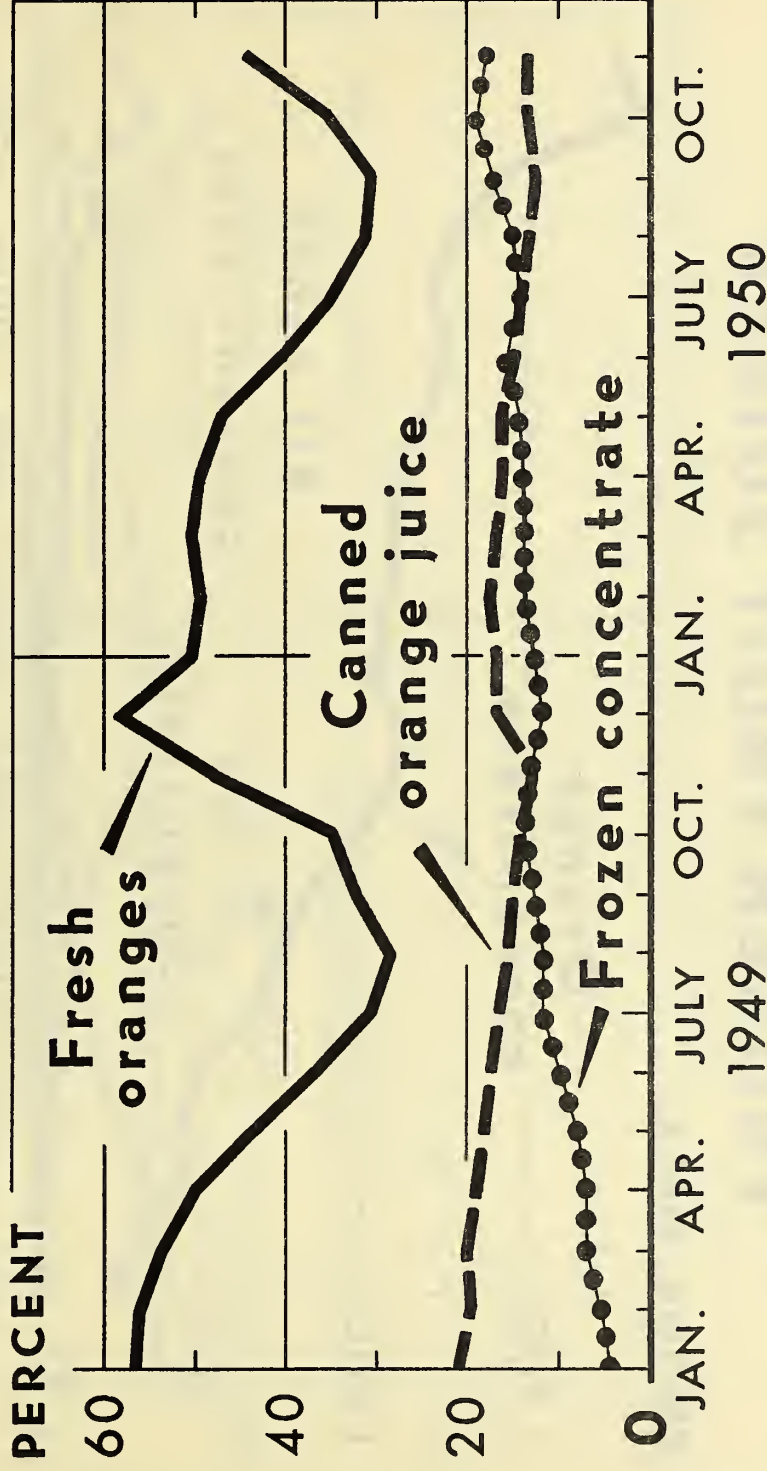
Dried prune purchases by householders in November reached the high level of 14,996 tons. This was more than 500 tons above the level in October and 870 tons above November a year ago. Consumer prices for dried prunes continued to move upward in November, averaging 26 cents per pound for the month, compared with 25 cents in October and 23 cents in November 1949. The proportion of families buying dried prunes in November totaled 13 percent, compared with 12 percent in October.

Household purchases of dates increased sharply in November, while there was a slight decrease in prices paid by consumers. Purchases totaled 2,976 tons, or nearly double the volume in the preceding month. Of the total purchases in November 1,073 tons were reported to be domestic dates and 1,177 tons were imported; 726 tons were of unidentified origin. As compared with the preceding month, purchases of imported dates approximately doubled, while those of domestic dates were up about 50 percent. The average price paid by householders for domestic dates in November was 34 cents per pound—relatively unchanged from the October level. The average price of imported dates was 47 cents per pound in November—approximately the same as in October.

Purchases of the other dried fruits increased in November as new pack supplies became available. The greatest increases were reported for dried figs, currants, mixed dried fruits, and dried apricots. The November purchases of dried apricots, dried figs, and dried peaches, however, were below the levels for the corresponding month in 1949. Average prices for dried apricots, dried figs, and dried peaches were up nearly 4 cents per pound in November, while the price of mixed dried fruit was up about 1 cent. per pound. Prices of all of these fruits were substantially above the levels of a year ago.



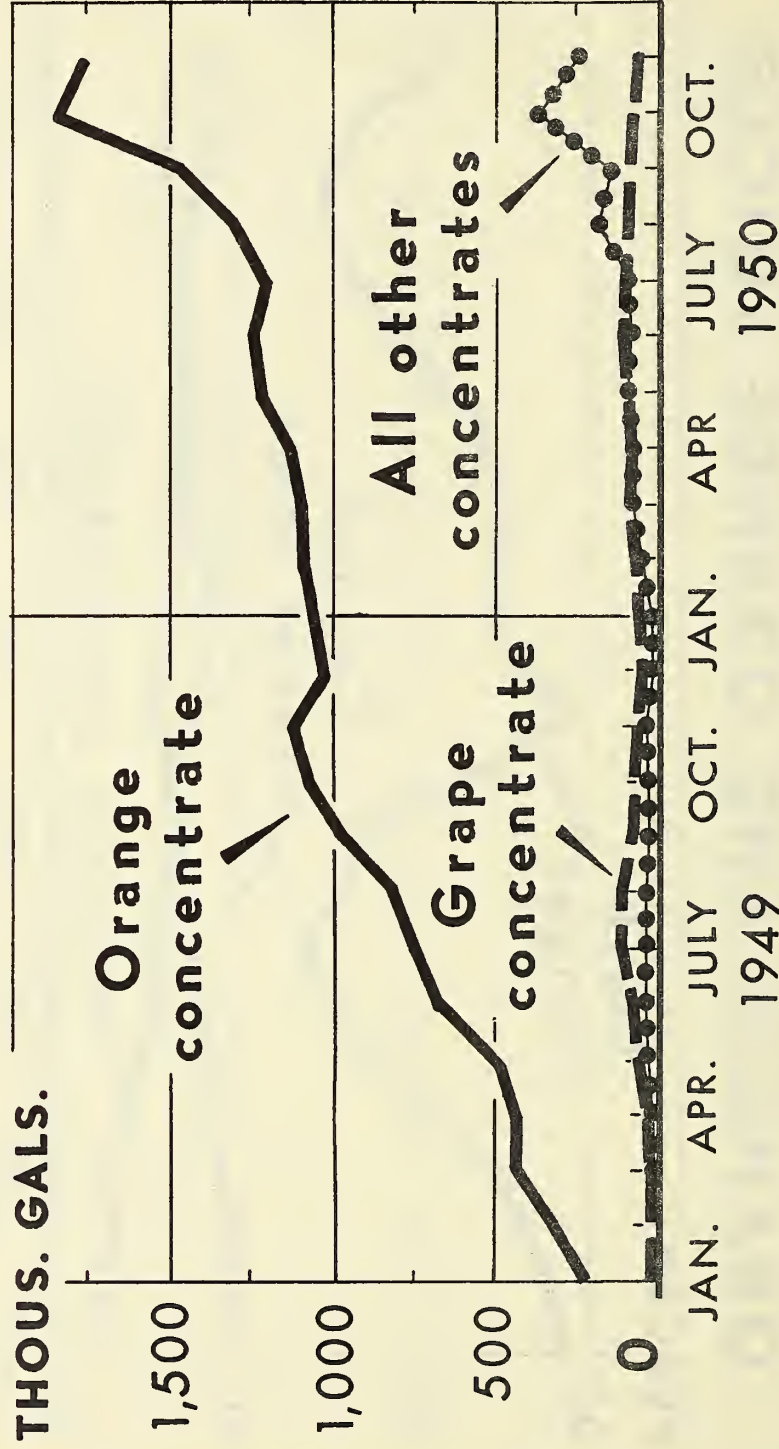
PERCENT OF FAMILIES BUYING ORANGES AND ORANGE JUICES



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

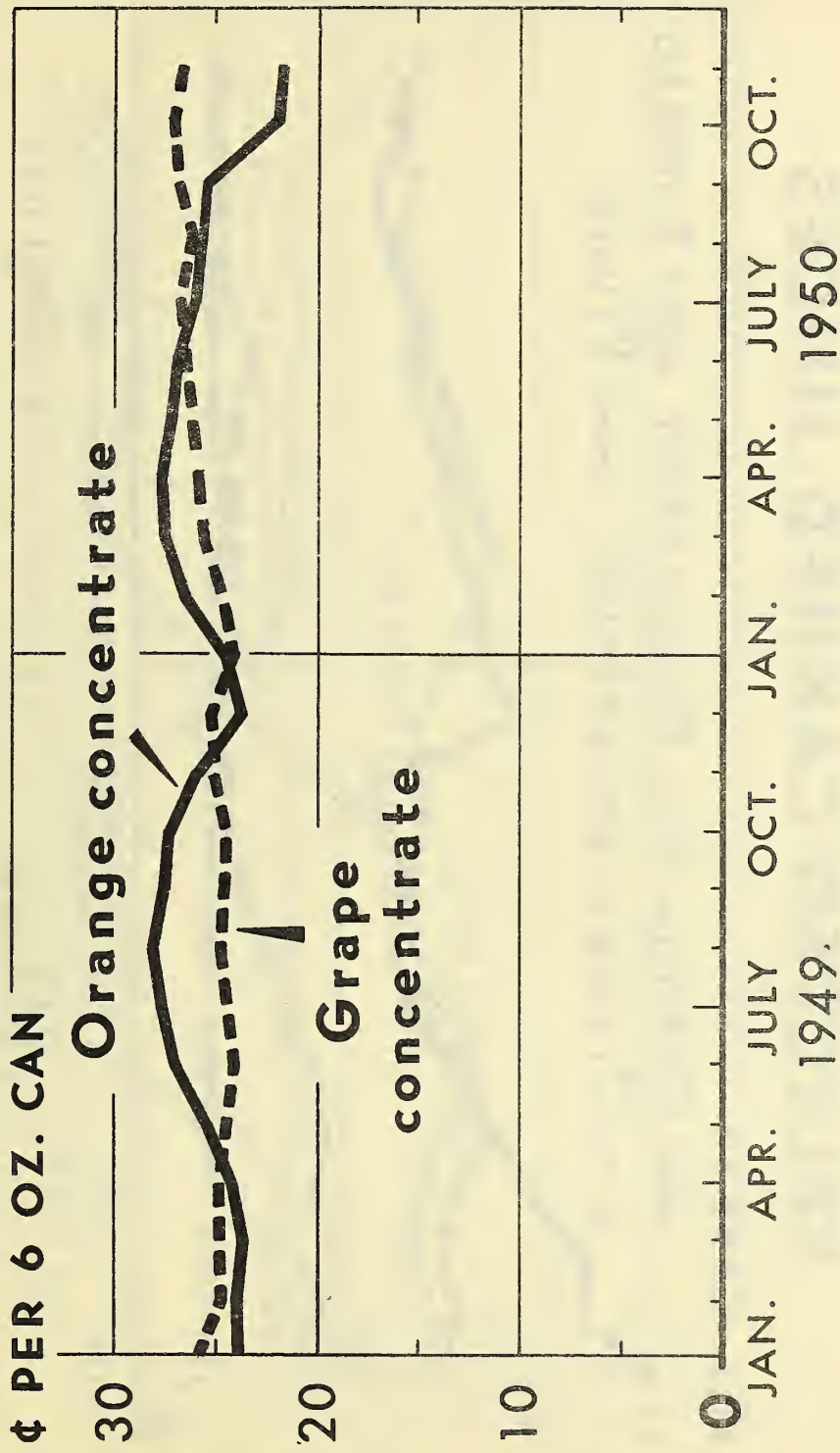
Figure 1

CONSUMER PURCHASES OF FROZEN FRUIT JUICES



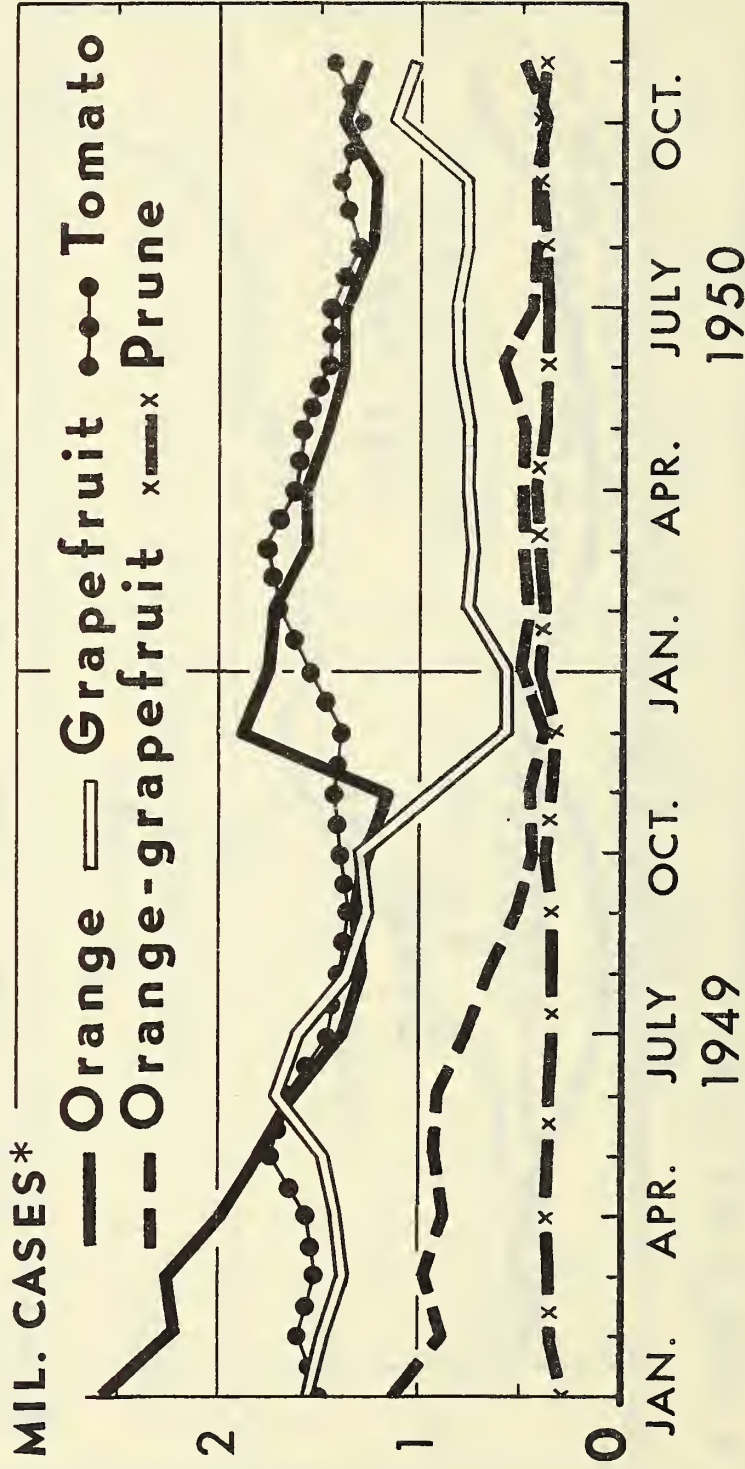
SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

PRICES OF FROZEN FRUIT JUICES



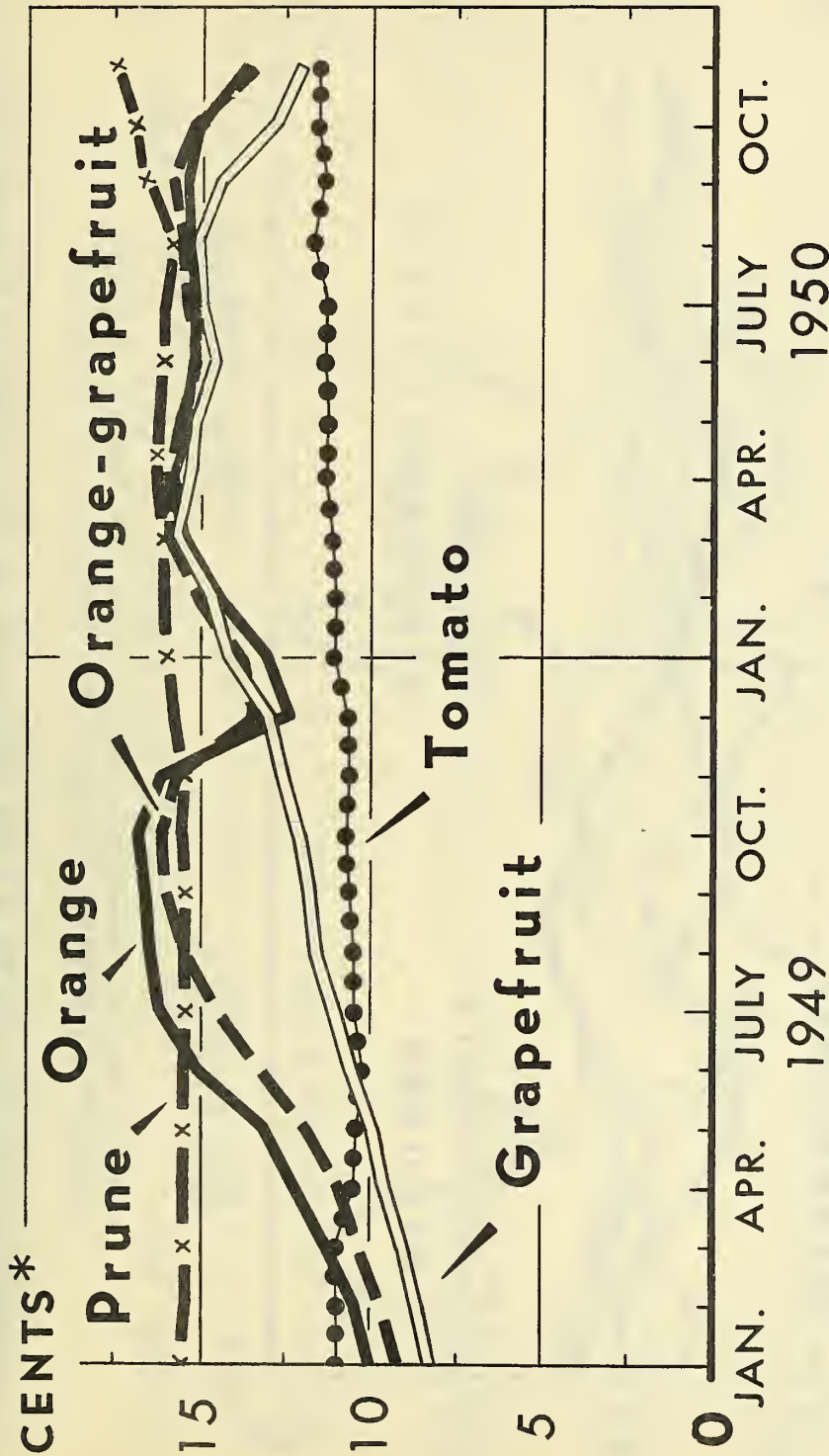
SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

CONSUMER PURCHASES OF SELECTED CANNED JUICES



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY
*EQUIVALENT CASES OF 24 #2'S

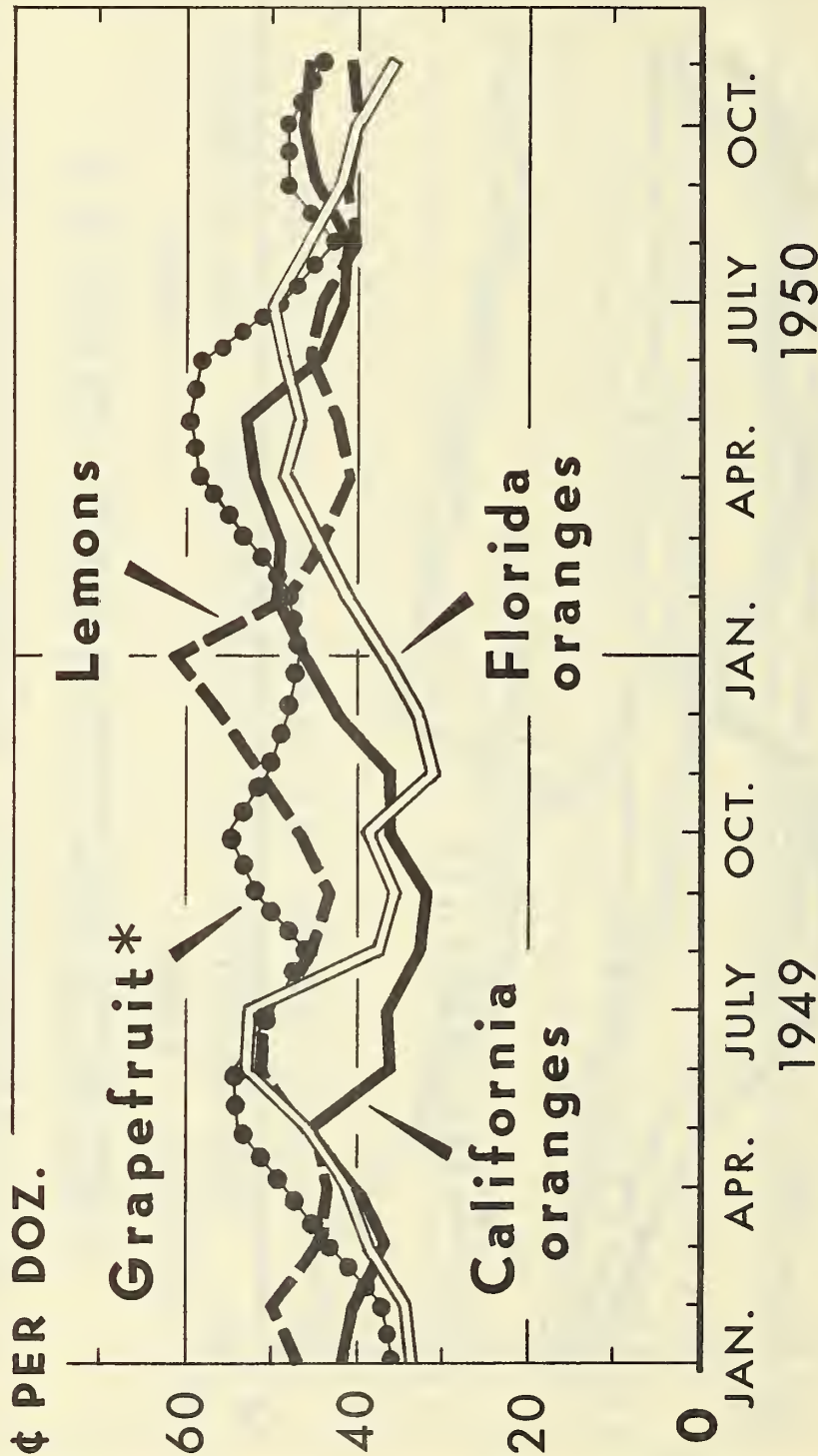
PRICES OF CANNED JUICES



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY
*CENTS PER EQUIVALENT #2 CAN

Figure 5

PRICES OF FRESH CITRUS FRUITS



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

*CENTS PER 1/2 DOZEN

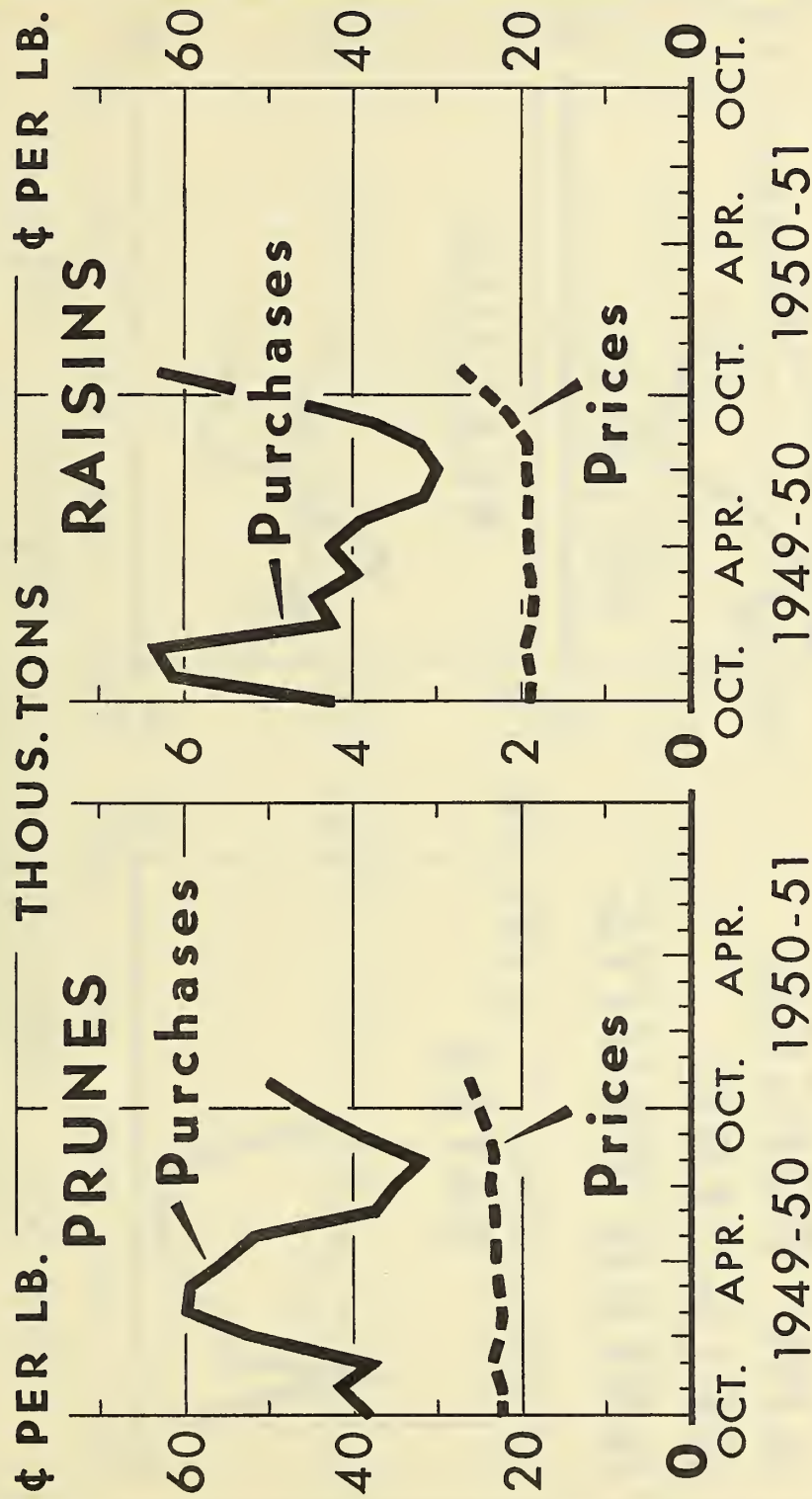
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Figure 6

DRIED PRUNES AND RAISINS

Consumer Purchases and Prices Paid



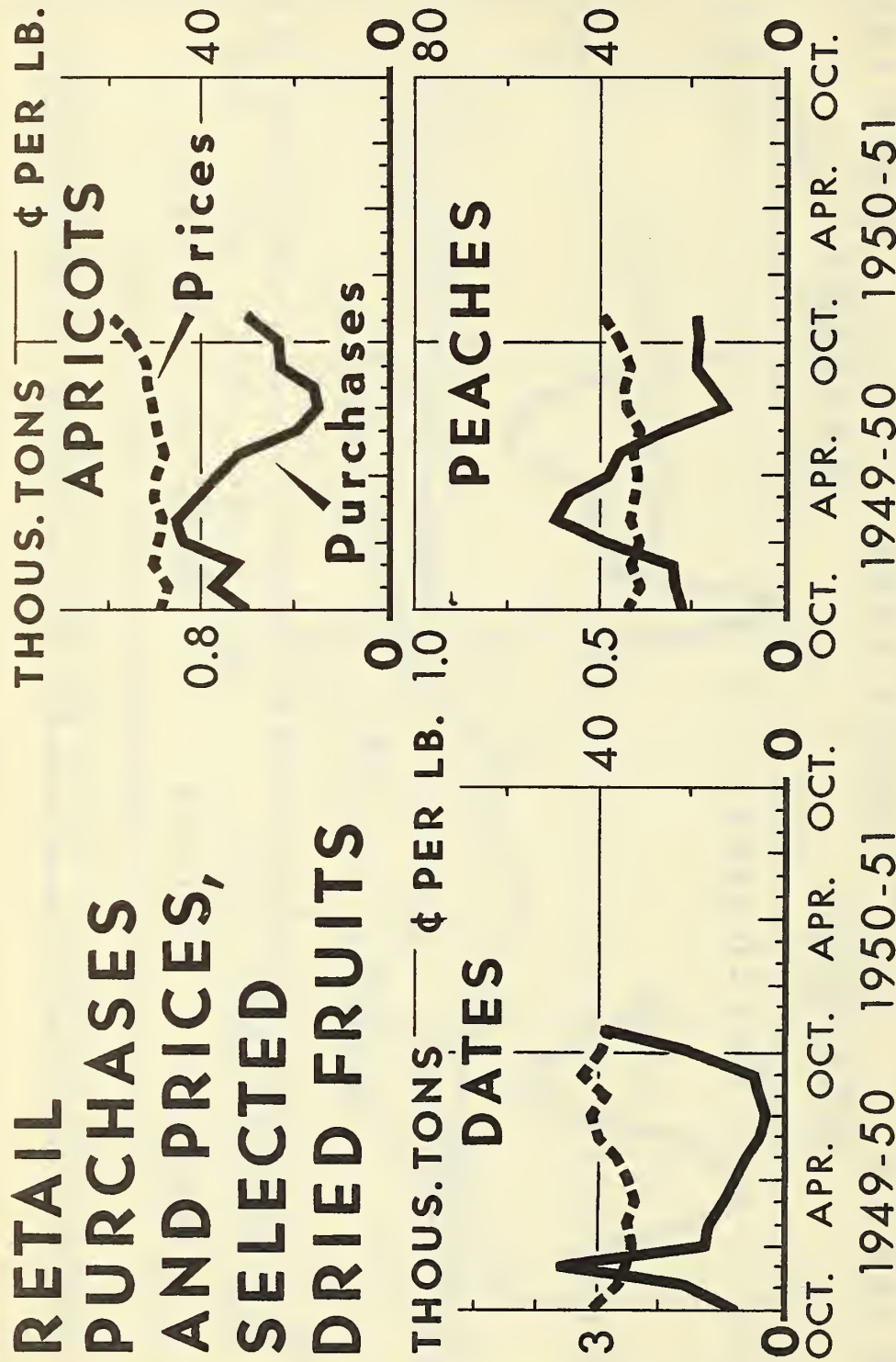
SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

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Figure 7

RETAIL PURCHASES AND PRICES, SELECTED DRIED FRUITS



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 47895-XX BUREAU OF AGRICULTURAL ECONOMICS

Figure 8

Table 1.--Frozen concentrated orange juice and canned juices; U.S. total consumer purchases, percentage of families buying and average prices, November 1950, October 1950, and November 1949 ^{1/}

		Consumer purchases 1,000 gallons	Percentage of families buying Percent	Average price per 6-oz. can Cents
Frozen concentrated orange juice				
November	1950	1,762	17.7	21.7
October	1950	1,865	19.3	22.1
November	1949	1,131	13.0	25.9
		Consumer purchases cases of 24 #2's 1,000 cases	Percentage of families buying Percent	Average price per 46-ounce can 2/ Cents
Canned Juices				
Orange				
November	1950	1,284	13.3	33.7
October	1950	1,357	13.6	37.3
November	1949	1,137	12.4	39.6
Grapefruit				
November	1950	1,022	11.0	30.3
October	1950	1,117	11.5	31.6
November	1949	919	9.9	30.8
Orange and grapefruit blend				
November	1950	489	5.5	33.7
October	1950	364	5.4	38.0
November	1949	461	6.3	39.3
Lemon				
November	1950	31	2.0	12.0
October	1950	34	2.0	10.7
November	1949	26	1.7	12.9
Tomato				
November	1950	1,426	18.7	27.4
October	1950	1,293	17.0	27.1
November	1949	1,413	17.5	24.8
Pineapple				
November	1950	757	11.8	37.4
October	1950	915	14.1	37.2
November	1949	762	12.8	39.7
Prune				
November	1950	373	6.0	30.9
October	1950	381	6.2	30.1
November	1949	337	6.0	27.3

^{1/} Each month represents a 4-week period.

^{2/} Except: Lemon juice, 5¹/₂-ounce can; and prune juice, 32-ounce bottle.

National Consumer Panel of Industrial Surveys Company.

Table 2.--Fresh citrus fruits: U.S. total consumer purchases, percentage of families buying, and average prices, November 1950, October 1950, and November 1949 ^{1/}

		Consumer purchases <u>1,000 dozens</u>	Percentage of families buying <u>Percent</u>	Average price per dozen <u>Cents</u>
Oranges				
California				
November	1950	12,978	17.6	45.4
October	1950	19,161	22.5	46.5
November	1949	16,860	20.4	36.1
Florida				
November	1950	17,570	20.8	35.6
October	1950	4,942	8.8	40.5
November	1949	19,287	21.7	31.2
Total				
November	1950	39,837	44.6	39.1
October	1950	30,638	35.0	44.4
November	1949	47,083	47.8	33.4
Grapefruit				
November	1950	8,571	29.6	88.5
October	1950	5,394	24.2	96.9
November	1949	6,114	26.6	100.7
Lemons				
November	1950	6,043	20.5	40.8
October	1950	7,088	21.9	40.5
November	1949	5,210	20.0	51.0

^{1/} Each month represents a 4-week period.

National Consumer Panel of Industrial Surveys Company.

Table 3.--Dried fruit: U.S. total consumer purchases, percentage of families buying and average prices, November 1950, October 1950, and November 1949 1/

		Consumer purchases	Percentage of families buying	Average price per pound
		Tons	Percent	Cents
Apples				
November	1950	160	.9	42.7
October	1950	91	.5	38.1
November	1949	136	.7	33.7
Apricots				
November	1950	576	3.0	58.3
October	1950	460	2.3	54.5
November	1949	742	3.4	46.6
Dates				
November	1950	2,976	13.5	37.8
October	1950	1,530	7.8	39.8
November	1949	1,570	7.5	36.1
Figs				
November	1950	556	3.0	43.2
October	1950	206	1.1	39.4
November	1949	638	3.1	39.2
Mixed fruit				
November	1950	261	1.0	40.0
October	1950	144	.6	38.7
November	1949	212	1.0	40.2
Peaches				
November	1950	239	1.2	39.8
October	1950	230	1.1	36.0
November	1949	294	1.3	31.4
Pears				
November	1950	5	-	41.0
October	1950	20	.1	39.5
November	1949	48	.1	43.5
Prunes				
November	1950	4,996	13.0	26.0
October	1950	4,485	12.1	25.0
November	1949	4,120	11.6	22.6
Raisins				
November	1950	6,318	20.4	26.9
October	1950	4,874	16.1	23.6
November	1949	6,138	16.5	18.5
Total <u>2/</u>				
November	1950	16,407	39.3	30.9
October	1950	12,110	31.6	28.2
November	1949	14,248	31.7	25.0

1/ Each month represents a 4-week period.
2/ Total includes dried currants.

Table 4.--Canned juices and frozen concentrated juices; U.S. total consumer purchases and average prices, November 1950 (4-week period)

Commodity	Purchases				Average prices			
	Percent		Total all families buying		Size of average purchase		Per unit	
	1,000 cases 1/		1,000 families		Ounces		No. 2 can	
Canned juices								
Orange	13.3	1,284	8.62	63.88	46 oz.	33.7		13.7
Grapefruit	11.0	1,022	6.86	64.70	46 oz.	30.3		12.1
Orange and gft. blend	5.5	489	3.28	62.93	46 oz.	33.7		13.5
Tangerine	1.3	72	.48	45.52	46 oz.	30.8		12.0
Lemon	2.0	31	.21	12.64	5½-6oz.	12.0		38.8
Apple	3.6	235	1.58	50.01	32 oz.	23.3		12.2
Grape	2.9	117	.78	30.96	32 oz.	38.3		26.3
Pineapple	11.8	757	5.08	45.83	46 oz.	37.4		15.2
Prune	6.0	373	2.51	37.51	32 oz.	30.9		17.5
Tomato	18.7	1,426	9.57	49.16	46 oz.	27.4		11.6
Vegetable combination	3.5	174	1.17	37.61	46 oz.	36.4		15.6
Other juices	2/	329	2.20	39.21	46 oz.	38.5		16.7
Total	47.4	6,309	42.34	50.62				13.9
	Percent	Gallons	Gallons	Ounces	Size	Cents		
Frozen concentrated juices								
Orange	17.7	1,762	11.83	13.65	6 oz.	21.7		
Grape	1.4	59	.39	8.39	6 oz.	26.6		
Other concentrates	2/	250	1.68	11.45	6 oz.	16.3		
Total	19.3	2,071	13.90	13.11				

1/ Equivalent cases of No. 2 cans, 432 ounces per case.

2/ Information not available.

National Consumer Panel of Industrial Surveys Company

Table 5.--Fresh citrus fruit: U.S. total consumer purchases and average prices, November 1950 (4-week period)

Commodity	Purchases				Average price per dozen Cents
	Percent	: all families buying: all families: 1,000 dozens	Per 1,000 capita : average purchase: Dozens	Size of average purchase: Units	
Oranges					
California	17.6	12,978	87.1	11.7	45.4
Florida	20.8	17,570	117.9	12.6	35.6
Unidentified	15.6	9,289	62.3	11.6	37.1
Total	44.6	39,837	267.3	12.1	39.1
Grapefruit					
	29.6	8,571	57.5	4.1	88.5
Tangerines					
	2.2	934	6.3	10.3	37.6
Lemons					
	20.5	6,043	40.6	5.6	40.8
Limes					
	.3	100	.7	8.4	29.0
Total	59.2	55,485	372.4	8.5	46.9

National Consumer Panel of Industrial Surveys Company

Table 6.---Dried fruit: U.S. total consumer purchases and average prices,
November 1950 (4-week period)

Commodity	Purchases				Average price	
	Percentage of		Total		:	
	all families buying:		all families		:	
	Percent	Tons	Per 1,000 capita	Size of average purchase	:	per pound
			Pounds	Ounces		Cents
Apples 1/	0.9	160.2	2.15	12.29		42.7
Apricots	3.0	576.1	7.73	13.33		58.3
Dates						
Domestic	2/	1,072.7	14.40	16.23		34.0
Imported	2/	1,177.5	15.80	10.74		47.0
Unidentified	2/	726.0	9.75	20.96		28.5
Total	13.5	2,976.2	39.95	14.15		37.8
Figs	3.0	556.1	7.46	11.99		43.2
Mixed dried fruit	1.0	260.6	3.50	18.22		40.0
Peaches	1.2	239.3	3.21	14.76		39.8
Pears 1/	3/	5.1	.07	16.00		41.0
Prunes	13.0	4,996.1	67.06	22.95		26.0
Raisins	20.4	6,317.6	84.80	19.66		26.9
Currants	1.8	320.0	4.29	13.08		32.9
Total	39.3	16,407.3	220.22	18.08		30.9

1/ Too few purchases represented to permit significant analysis.

2/ Information not available.

3/ Less than one-tenth of 1 percent.